

The background of the slide features several horizontal, textured smudges of various shades of pink and red lipstick, creating a cosmetic theme.

# **KL** **INTERNATIONAL** *Beauty* **WEEK**

**Vendor Briefing 1.0**

# CUSTOM BOOTH

**KL**  
INTERNATIONAL  
*Beauty*  
**WEEK**







# CUSTOM BOOTH

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*Beauty*  
WEEK



# PRE-EVENT MARKETING



# BRAND LOGO & PRODUCT PHOTOS

## PRE-EVENT MARKETING

Digital Marketing- Social media postings leading up to the event.

## PHOTO SUBMISSION

Deadline: **9th October 2023**

**Benefits:** Great for social media exposure and branding. Shout-out that your brand will be at KLIBW 2023. Collaborator tag to reshare- Grow your social media audience and presence.



The graphic is a vertical rectangular poster with a pink and purple gradient background. At the top right, there is a small logo for 'KL INTERNATIONAL Beauty WEEK' with 'Beauty' in a pink script font. Below this, on the left, is the 'KL INTERNATIONAL Beauty WEEK' logo again, and on the right is the 'LazBEAUTY By Lazada' logo. The central text reads 'Get Ready To Shop!' in a large, bold, pink script font, followed by 'new.bie' in a large, bold, black sans-serif font, and 'experience change' in a smaller, black sans-serif font. A blue speech bubble on the left contains the text 'Mid Valley Exhibition Centre, MVEC, Hall 1'. A black speech bubble on the right contains the text 'Free Admission'. At the bottom, a pink banner displays the dates '18th-19th November 2023', and below that, the website 'www.klbeautyweek.com' is written in black.

KL INTERNATIONAL Beauty WEEK

LazBEAUTY By Lazada

**Get Ready To Shop!**

**new.bie**  
experience change

Mid Valley Exhibition Centre, MVEC, Hall 1

**Free Admission**

18th-19th November 2023

[www.klbeautyweek.com](http://www.klbeautyweek.com)

# BEAUTY HAUL

## PRE-EVENT MARKETING

150 Beauty Box to media and Influencers.

## PRODUCT SUBMISSION

Deadline **13th October 2023**

**Benefits:** Great for social media exposure and branding. Shout-out that your brand will be at KLIBW 2023.



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**DURING EVENT MARKETING**



# BEAUTY PASSPORT

## DURING EVENT MARKETING

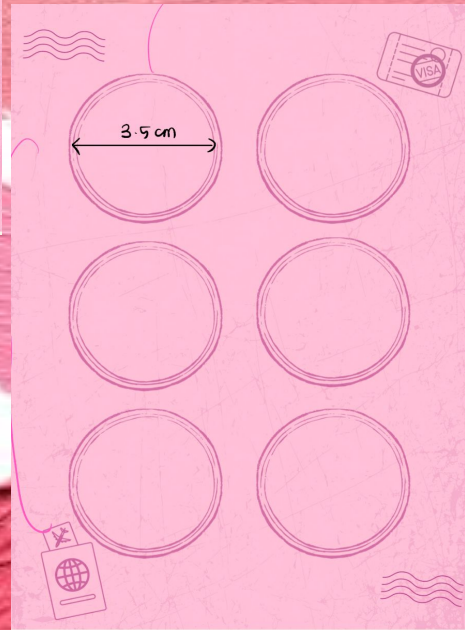
200 free samples/ vouchers,  
etc for attendees during  
event day 18th-19th  
November.

## Deadline

Beauty Passport Activity at  
booth- **6th November 2023**

Products- **17th November  
2023**

**Benefits:** Direct traffic to your booth.  
Collect database, follow your social  
media & generate sales.





# BEAUTY GAMES CLAW MACHINE

## DURING EVENT MARKETING

50- 100 product samples.

## Deadline

Products- **17th November  
2023**

**Benefits:** Great for social media exposure, those who win your products will post about it.



# PRINTED POSTERS

## DURING EVENT MARKETING

1. Product poster.
2. Flyer of discounts and bundles available with pricing.

**Benefits:** Easy for shoppers to view your discounts and promotions. They don't have to ask you, they can see what is available.





Citra X

KARTABEAUTY  
2023

DAN DAN  
Fun Healthy Beauty

FLASH  
SALE

SETIAP HARI (1 JAM)

13.00 - 14.00

16.00 - 17.00

19.00 - 20.00

BUY 2 GET 4

GET FREE PRODUCTS



**BARU! Citra Body Serum**  
- Complete Glow  
- Protect Glow  
- Insta Glow  
- Fresh Glow



**Citra HBL**  
Pearly UV  
210ml



**Citra FF**  
Pearly  
100gr



**Citra Body Lotion**  
- Bengkoang UV  
- Pearly UV  
- Sakura UV  
- Night UV  
- Nourishing UV



**Citra Body Serum**  
Fresh Glow  
100ml



**Citra FF**  
Pearly  
100gr

PAKET SPESIAL JASTIPER\*

BUY 4 BODY SERUM  
GET 6 PRODUCTS



Get 2 Citra Body Serum 180ML

IDR 108.000

BUY 4 BODY LOTION  
GET 6 PRODUCTS



Get 2 Citra Body Serum 180ML

IDR 127.200

\*selama persediaan masih ada

PIXY

KARTABEAUTY  
2023

OUR BEST SELLER  
PRODUCT



**Dewy Cushion**

Regular Rp 127.500  
Refill Rp 92.000  
Rp 89.500 Rp 64.500



**Techno-Fixed Matte Cushion**

Regular Rp 162.500  
Refill Rp 115.000  
Rp 114.000 Rp 80.500

GLOW VS MATTE



**Beauty Skin Primer**

Rp 58.000  
Rp 41.000



**Techno-Fixed Matte Primer**

Rp 74.500  
Rp 50.500



**Concealing Base**

Rp 40.000  
Rp 28.000



**Stay Last Serum Foundation**

Rp 66.500  
Rp 47.000



**Lip Cream**

Rp 58.000  
Rp 43.500



**Line & Shadow**

Rp 45.000  
Rp 34.000



**Eyebrow**

Rp 32.000  
Rp 24.000



**Eyeliner**

Rp 34.000  
Rp 25.500



**Big Bang Mascara**

Rp 44.500  
Rp 50.000

OUR FACE MIST



**Aqua-Beauty Protecting Mist**

Rp 32.000  
Rp 24.000



**Glowssentials Mist**

Rp 32.000  
Rp 24.000



**Micelloil**

Rp 60.000  
Rp 45.000



**Mulberry Infused Micellar**

Rp 39.000  
Rp 29.500

OUR INNOVATIVE FACIAL FOAM



**Pore Cleanse Micellar Foam**

Rp 52.000  
Rp 39.000



**Clear Defense Micellar Foam**

Rp 60.000  
Rp 45.000

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# KLIBW Goodie Bags for guests

## DURING EVENT MARKETING

800 Beauty bags to be given to:-

- i) 200- Media, influencers & VIP guest during KLIBW Grand Opening Launch 10am 18th Nov.
- ii) First 300 attendees DAY 1.
- iii) First 300 attendees DAY 2.

## PRODUCT SUBMISSION

Quantity: No Minimum

Deadline **17th NOVEMBER 2023**

**Benefits:** Great for social media exposure and branding.





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**Thank You**

